



Content Accelerator Pack

Create quality content quicker and faster than ever using these content marketing planners and tips!



Table of Contents

- 1 How To Write A Blog Post**
create the perfect blog post using this checklist
- 2 How To Repurpose And Reoptimize Content**
take old content and make it new again
- 3 Hub Pages Checklist**
use this checklist to help you create powerful hub pages
- 4 Video Content Planning Checklist**
better understand how you can use video in your overall content marketing strategy
- 5 Monthly Content Calendar**
make sense of a month's worth of content using this planner
- 7 Quarterly Content Plan**
map out your quarterly goals, themes, CTA's, and more using this planner
- 8 Quarterly Content Campaigns**
map out your quarterly campaign ideas and how they fit into the customer's journey

CONTENT MARKETING

How To Write A Blog Post

Brainstorm this checklist as you create your next blog post

Company

URL

What is your focus keyword or phrase?

What links to examples/other content do you need (internal and external)?

Outline your takeaways

What images help tell the story?

Break takeaways into subtopics (Use h2 or h3)

What is your attraction getting title? (coschedule.com/headline-analyzer)

Create 3 bullets for each subtopic

Have you checked Grammar and Spelling? (Grammarly)

Write a hook in the first paragraph
(Why should I read this?)

Create your metadata (title, description, URL, alt img)

Create paragraphs for each bullet



How to Repurpose and Reoptimize Content

Use this checklist as a guide to take old content and make it new again.

Company

URL

Identify Under-Performing Content
(Use Google Search Console to find page one or two content)

Update images and screenshots

Update heading and page structure
- add subheadings and bullets (don't change the URL)

Add elements like case studies

Answer more questions

Add more steps and how tos

Change the publish date in WordPress

Publish and share on social media

Hub Pages Checklist

Use this checklist to go to work on creating hub pages.

Company
URL

Develop a list of hub themes

Audit existing content for usable content

Choose your theme and organize hub subtopics (Wikipedia?)

Create a master list of content titles under subtopics

Research potential relevant external links

Determine a content upgrade for hub page

Choose existing content

Create an editorial list for new content

Order new content

Determine image needs for hub page and posts

Create a plan to give existing content update

Order content upgrade writing and design

Create a draft of hub page with content and placeholders for section headers and posts

Receive new content and post as drafts
- link each page with CTA to eventual hub page URL

Update existing content planned for the page with any revisions, images, etc.
- link each page with CTA to eventual hub page URL

Review and optimize metadata
- title, description, image alt, URL for new and existing posts

Add content upgrade lead capture device to hub page

Publish individual posts and updates

Add links on hub page to each post

Consider placing the hub page in the main nav structure if applicable

Determine follow-up process for lead capture

Create a plan to amplify page

Create a plan for the sales team to use page

Video Content Planning Checklist

How many ways can you use video in your content plan?

Company

URL

Introduce your why story

Next steps CTA - what to do now

Products/Service overview

Testimonials from happy customers

FAQs - video for each answer

Meet the team members

Case studies of success

Pricing rationale to explain options

Tips and How-Tos of many types

Landing pages for Pay Per Click Ads

Form thank you pages

Announcements and news

Customer of the month

Training customers

Recruiting new employees

Monthly Content Calendar

Company

Month

Goal 

Theme 

Content 

Campaigns 

Metrics 

	Monday	Tuesday	Wednesday
Goal			
Theme			
Content			
Campaigns			
Metrics			

Notes

Three sets of horizontal writing lines, each consisting of a solid top line, a dashed middle line, and a solid bottom line.

Thursday	Friday	Saturday	Sunday



Quarterly Content Plan For Q1 | Q2 | Q3 | Q4

Company

Year

Goals For Quarter

Content Themes

1 MONTH		1 MONTH	
2 MONTH		2 MONTH	
3 MONTH		3 MONTH	

Calls To Action

Success Metrics

1 MONTH		1 MONTH	
2 MONTH		2 MONTH	
3 MONTH		3 MONTH	

Quarterly Content Campaigns

Company

Quarter

Target Goal

Format

Format

Format

Format

--	--	--	--

Hourglass Stage

Hourglass Stage

Hourglass Stage

Hourglass Stage

<input type="checkbox"/> Know <input type="checkbox"/> Buy <input type="checkbox"/> Like <input type="checkbox"/> Repeat <input type="checkbox"/> Trust <input type="checkbox"/> Refer <input type="checkbox"/> Try	<input type="checkbox"/> Know <input type="checkbox"/> Buy <input type="checkbox"/> Like <input type="checkbox"/> Repeat <input type="checkbox"/> Trust <input type="checkbox"/> Refer <input type="checkbox"/> Try	<input type="checkbox"/> Know <input type="checkbox"/> Buy <input type="checkbox"/> Like <input type="checkbox"/> Repeat <input type="checkbox"/> Trust <input type="checkbox"/> Refer <input type="checkbox"/> Try	<input type="checkbox"/> Know <input type="checkbox"/> Buy <input type="checkbox"/> Like <input type="checkbox"/> Repeat <input type="checkbox"/> Trust <input type="checkbox"/> Refer <input type="checkbox"/> Try
--	--	--	--

Content

Content

Content

Content

--	--	--	--

Promotion

Promotion

Promotion

Promotion

--	--	--	--

